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Message Text

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PAGE 01 ROME 08593 161716Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W
---------- 058024
R 161510Z JUN 75
FM AMEMBASSY ROME
TO SECSTATE WASHDC 1578

UNCLAS ROME 8593

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJ: COUNTRY COMMERCIAL PROGRAM - TRAVEL CAMPAIGN

REF: STATE 131334

1. WE AGREE IN GENERAL WITH SUGGESTED MODIFICATIONS.

2. THE BELIEF THAT THERE WILL BE NO VISIT USA COMMITTEE IS BASED ON A MISREADING OF OUR FY 76 CCP. WE HAVE BEEN FORCED TO REDUCE OUR LEVEL OF ADMINISTRATIVE SUPPORT, BUT OTHER COMMITTEE MEMBERS WILL TAKE UP SOME OF THE SLACK. THE COMMITTEE HAS BEEN OPERATIONAL SINCE LATE 1974 AND WILL CONTINUE, AND PLANS ARE UNDERWAY FOR FY 76 ACTIVITIES.

3. WE WILL DO WHAT WE CAN TO PROVIDE ECONOMIC AND TOURISM INFORMATION. HENCE FY 76 CCP MAY BE REVISED TO SHOW VERY LIMITED INPUTS. AT THIS POINT ANY SUCH INPUTS WILL BE POSSIBLE IF AND WHEN OTHER CAMPAIGNS ARE RESTRUCTURED DURING THE YEAR. CONSEQUENTLY WE ARE UNABLE TO MAKE ANY DEFINITE RESOURCE COMMITMENT AT THIS TIME FOR THE ACTIVITY.

4. WE HAVE ALREADY RAISED THE QUESTION OF GROUP VISITS TO US TRADE SHOWS WITH THE COMMITTEE. AIRLINE MEMBERS ARE STUDYING SHOWS LISTED IN FOREIGN BUYERS PROGRAM AIRGRAMS AND WE EXPECT REPLIES AT COMMITTEE MEETING SCHEDULED FOR JUNE 25. WE WILL DOUBTLESS ACCEPT THE COMMITTEE'S RECOMMENDATIONS IN THIS REGARD AND WILL CABLE YOU NAMES OF SHOW FOLLOWING MEETING.

5. YOUR POINT ON REPORTING RESULTS OF TRAVEL USA CAMPAIGN
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IS CORRECT IN THAT WE WILL OF COURSE REPORT RESULTS AS WE

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HAVE THEM. WE CANNOT, HOWEVER, UNDERTAKE TO PROVIDE ANYTHING MORE THAN THE BROADEST SORT OF ESTIMATES, SINCE MORE MEANINGFUL FIGURES WOULD REQUIRE MORE MANPOWER THAN WE NOW HAVE (SEE PARA3). WE CANNOT SAY MUCH ABOUT FY 77 BECAUSE WE ARE NOT CERTAIN THAT WE WILL HAVE A TRAVEL CAMPAIGN IN FY 77 UNTIL WE KNOW MORE ABOUT WHAT RESOURCES WILL BE MADE AVAILABLE. CONSEQUENTLY IT MIGHT BE WELL TO SINPLY DELETE ALL REFERENCE TO FY 77 IN THE DEFERRED PROGRAM.VOLPE

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